

**Public Health Data Standards Consortium
Web Based Resource Center/ Lewin Call
Thursday, March 6, 2003 2 PM ET**

Lewin Members:

Christina Worrell
Allen Kendall

SSS Members:

Jed Perry
Natalie Fike
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WRC members:

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Executive Director
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Discussion of Beta test results.

Saved till the call on April 10, 2-3. 7 out of 20 people responded to beta testing. SSS has already incorporated many of the suggestions into the site.

Next week's meeting**Review of presentation to be given at next week's meeting**

Christina reviewed the presentation for the Steering Committee meeting. The presentation will be done in two chunks of time. There will be a basic presentation before lunch that introduces people to the concept of the WRC and how it has come together and what its goals are. Jed will then lead the Steering Committee through a demo of the entire site, what is there and what is planned for the future. There will be time for a few questions on the presentation. After lunch, there will be a presentation of the five areas of next steps and the discussion will be opened to the group. Lewin has prepared a ballot with a few different action items and space to add items. This ballot will allow the Steering Committee to vote where the Consortium should spend their resources in the next few years.

Tom wondered if the discussion questions would be captured to be sure they were addressed. Michelle stated that the meeting will be recorded and the minutes will be posted to the website. The five areas of next steps have been synthesized from the previous action items and priorities identified at the last meetings. Lewin put together a one page handout with a wish list of items that fall under those five topics. Steering Committee members will vote for 1 year, 3 year and 5 year priorities. Other topics will probably surface during the discussion and questions and can be added to the ballot in the "other" space. Some topics may also be struck prior to voting. It was suggested that we could do one round of voting and then rework the list for a second round, but it is probable that there will not be time to regroup to conduct a second vote. If there are significant changes suggested during the discussion, such as a change to the five main areas, then we will have to write in those changes before voting. It is important to help the Steering Committee members feel the ownership of the project moving forward.

Bob K suggested that he would like to speak to the marketing of the web site. He feels that the place to sell this site is the various conferences that occur, and we should have a booth with knowledgeable people to attend these conferences. This is

the face of the Consortium and it has to be marketed to the universities, etc. He would like to make marketing a special topic and special item of concern—especially since the NCHS website is staying static. The workgroup recognized that this would take money and are hoping some of our partners will see this as an opportunity to put money into the site—either further development or further marketing of the site. NCHS could put together an exhibit for conferences, but might not be able to staff it all the time at conferences. The workgroup wondered if some of the partners in the consortium, such as the eHealth Initiative might have a web site for the work they are doing. Partnership might be a way to make our site more robust. We need to keep this site fresh and the presentation at the Steering Committee needs to communicate the necessity to spread the word and keep the site up to date.

Lewin reviewed the voting handout, which is a synthesis of the slides of the presentation. The ballot presumes that we don't need to vote on fixing the broken stuff and launching the site. Steering Committee members can vote with 10 votes per time frame of 1, 3, and 5 year plans. There are currently about 19 items on the list. Some new ones may be added and some may be discarded. This will produce the marching orders for the next project. Denise suggested that maintaining a 24/7 help desk is very hard to do and proposed that we do a bulletin board or FAQ instead. Michelle suggested that we should not monitor hits, but rather monitor page views, which helps us focus on what people are looking for and need. Lewin will make these suggested changes.

Christine then asked who should facilitate the discussion. It was decided that Lewin should facilitate the discussion. Some people on the Steering Committee may vote conservatively since we have not had money for this type of project. The discussion should be facilitated about what would they like, if funding were no object. The discussion may also include comments about creating more of the site content or suggestions about page design and development. It was suggested that the prototype WRC could be sent out to Steering Committee members prior to the meeting. Members would be somewhat ahead in the discussion by already having looked at the site. It was also noted that the ballot does not focus on specific topics of site content improvement, but rather knowledge resource expansion in general. The discussion should help drive the list of topics. As we develop priorities for the next year's work, new ideas will emerge. It was suggested that the back of the voting page could be used to allow Steering Committee members to suggest topics for content improvement. The voting that takes place on this ballot will also give some framework to the various workgroups to suggest their priorities for work for the next year.

Biographies

Tom discussed the biographies. Tom is working on a format for the biographies and members still have an opportunity to send in their biographies. Tom suggested that the bios could be posted on the website but with limited access. They could be a beginning for referring people to experts in particular fields. It will also help people in the Consortium get to know the various expertise of members of the Consortium.

While the bios may be useful to Consortium members, Allen suggested that we not post email addresses on a public site. Robotic searches detect email addresses and generate spam to members. Tom agreed to create a bio template for the meeting as well as printing copies of a couple of bios that are completed. Tom will also write a short paper and put it out on the website with a link to the template. Tom has also written a testimonial and it will be posted on the website as well.

Logistics

We have only one April 10, conference call scheduled. If we need another one, Michelle will set it up.

Action Items:

- Lewin to make suggested changes and create a ballot for the Steering Committee meeting.
- Tom to create a biography template
- Tom to write a short paper on the reason for and the format for the biographies to put on the website.
- Tom will post his testimonial about the Consortium on the website.